



March 1, 1996

ESTIMATE

TO: PHILIP MORRIS

JOB DESCRIPTION: Parliament Menthol Lights Sales Incentive Program
Communication: Art, Mechanicals, and Production
of Materials (2 Versions: Non-Golf & Golf)

INCLUDES: Writing, designing and production of a motivating
color sheet (8-1/2" X 11") detailing the Parliament
Menthol Lights Sales Incentive Program for 2
Versions.

Includes Copy Writing, Design (alternate layouts
showing 1 and 2 sided options, gold and non-golf
8-1/2" X 11" size, color), Graphic Development,
Scans, B&W Proofs, Copy Revisions, Color Proofs,
Revisions, Final Color Fiery Prints, and
.Miscellaneous Out-of-Pocket Expenses. Rush
charges on 2nd Non-Golf Version included.

ESTIMATE NUMBER: 96PM005Rev

QUANTITY: 700 Color Fiery Prints (2 sides)

ESTIMATED AMOUNT: Original Estimated
2 Sided-Color Sell Sheets: \$ 9,250.
Additional Charges for
Non-Golf Version: \$ 1,725.

TOTAL AMOUNT \$10,975.

PACKING INFO: Bulk, in cartons

SHIPPING INSTRUCTIONS: 200 to Lauren Steen
500 to PM USA in Kearny, NJ

TIMING: Delivery on March 5, 1996

PAYMENT TERMS: Net 30

SHIPPING: TBD. (Billed separately.)

ORDERED BY: Rob Gotti - Brand Assistant, Parliament

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